Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1.      (Currently Amended)  A computer-implemented method comprising:

generating, at a server, an expandable advertisement comprising:

a compact display format including an associated expansion icon and a link to a landing page,

an expanded display format comprising the link to the landing page, a content portion, one or more content items, and one or more menu options associated with one or more respective content items, where each menu option, in response to a user selection, displays  the one or more associated content items  in the content portion, and

code that enables a client device to transition between the expanded display format and the compact display format upon a user request;

receiving a request for one or more advertisements related to a subject matter of interest to be presented with content associated with a publisher; and

delivering in a single transmission, from the server to a client  device, the ~~expandable advertisement~~ expanded display format in response to the request to be presented  with the content associated with the publisher,

wherein the generating, receiving, and delivering are performed by one or more computers.

2.      (Canceled)

3.      (Previously Presented)  The computer-implemented method of claim 1 wherein the content items comprise  one or more images.

4.      (Cancelled)

5.      (Previously Presented)  The computer-implemented method of claim 1, wherein at least one menu option comprises a link to  one of the content items.

6.      (Previously Presented)  The computer-implemented method of claim 1, further comprising:

retrieving, upon selection of one of the menu options, a content item  associated with the selected menu option.

7.      (Previously Presented)  The computer-implemented method of claim 6, wherein the retrieved content item  is provided by or affiliated with a host entity that performs the receiving and delivering steps.

8.      (Previously Presented)  The computer-implemented method of claim 1 wherein one or more of the content items comprise an animation.

9.      (Previously Presented)  The computer-implemented method of claim 1 wherein one or more of the content items  comprise audio and/or video.

10.     (Previously Presented)  The computer-implemented method of claim 1, wherein the user request comprises a user selection of the expansion icon associated with the compact display format.

11.     (Previously Presented)  The computer-implemented method of claim 1, wherein the user request comprises a  user selection of the expandable advertisement when displayed in the compact display format.

12.     (Previously Presented)  The computer-implemented method of claim 1, wherein the user request comprises a preference specified by the user.

13.    (Previously Presented)  The computer-implemented method of claim 1, further comprising:

storing a price parameter in association with one or more advertisements for certain performance by end users viewing the advertisements; and

upon receiving the request, determining the one or more advertisements to deliver based at least in part on the price parameter associated with a plurality of advertisements associated with a subject matter of interest.

14.    (Previously Presented)  The computer-implemented method of claim 13, further comprising:

granting a ranking bonus to the expandable advertisement in determining the one or more advertisements to deliver.

15.    (Previously Presented)  The computer-implemented method of claim 13, wherein the determining step further comprises:

ranking the advertisements based on an effective revenue per impression determined based on bid amount and click-through-rate.

16.    (Previously Presented)  The computer-implemented method of claim 15, further comprising:

granting a bonus for the expandable advertisement including taking an action causing a change to the effective revenue per impression for the expandable advertisement.

17.    (Previously Presented)  The computer-implemented method of claim 16, wherein taking an action comprises:

enhancing the price parameter for the expandable advertisement.

18.    (Previously Presented)  The computer-implemented method of claim 17, further comprising:

charging an advertiser associated with the expandable advertisement based on the price parameter but not the  enhanced price parameter value when the expandable advertisement achieves one or more performance parameters.

19.    (Previously Presented)  The computer-implemented method of claim 13, further comprising:

charging  an advertiser associated with the expandable advertisement an increased amount for the expandable advertisement.

20.    (Previously Presented)  The computer-implemented method of claim 13, further comprising:

calculating an amount owed by an advertiser associated with an advertisement based on the advertisement meeting a performance parameter associated with the expandable advertisement.

21.    (Previously Presented)  The computer-implemented method of claim 20, wherein the performance parameter is determined based on user activity associated with the expanded display format.

22.    (Previously Presented)  The computer-implemented method of claim 21, wherein the user activity comprises a predetermined period of time viewing the expanded display format.

23.    (Previously Presented)  The computer-implemented method of claim 21, wherein the user activity comprises the user request to view the expanded display format.

24.    (Previously Presented)  The computer-implemented method of claim 21, wherein the user activity comprises a predetermined number of user selections of menu options, navigational links or other controls available in the expanded display format.

25.    (Cancelled)

26.    (Previously Presented)  The computer-implemented method of claim 21, wherein the expanded display format comprises a graphic.

27.    (Previously Presented)  The computer-implemented method of claim 26, wherein the code includes an instruction to preload a graphic associated with the expanded display format before the user request to display the expanded display format.

28.    (Previously Presented)  The computer-implemented method of claim 1, wherein the expanded display format covers a different area in an interface of the client device than the compact display format.

29.    (Previously Presented)  The computer-implemented method of claim 28, further comprising:

storing a price parameter value in association with the one or more advertisements when one of the advertisements meets one or more performance parameters;

upon receiving a request for an advertisement, determining one or more advertisements to deliver based at least in part on the price parameter associated with a plurality of advertisements associated with the subject matter of interest; and

wherein the step of determining includes assessing whether to deliver the expandable advertisement based on the price parameter of the expandable advertisement, the price parameter value of at least one other advertisement and at least one area-based parameter.

30.    (Previously Presented)  The computer-implemented method of claim 29, wherein the area-based parameter comprises the price parameter value of at least one advertisement that the expanded display format would cover upon the user request.

31.    (Previously Presented)  The computer-implemented method of claim 30, further comprising:

delivering the one or more advertisements including the expandable advertisement, where the expanded display format of the expandable advertisement covers one or more other advertisements, and where the price parameter value associated with the expandable advertisement includes the price parameter value associated with each other advertisement that the expanded display format covers.

32.    (Previously Presented)  The computer-implemented method of claim 31, wherein the price parameter value associated with the expandable advertisement  includes a premium amount.

33.     (Previously Presented)  The computer-implemented method of claim 1, further comprising:

receiving an approval for the compact and the expanded display formats prior to being delivered.

34.     (Currently Amended)  An apparatus comprising:

a database system to perform operations comprising:

storing a plurality of advertisements associated with one or more subject matters of interest the plurality of advertisements comprising at least one expandable advertisement; and

a server to perform operations comprising:

generating an expandable advertisement comprising:

a compact display format including an associated expansion icon and a link to a landing page,

an expanded display format comprising the link to the landing page, a content portion, one or more content items, and one or more menu options associated with one or more respective content items, where each menu option, in response to a user selection, displays the one or more associated content items in the content portion, and

code that enables a client device to transition between the expanded display format and the compact display format upon a user request

receiving a request for one or more advertisements related to a subject matter of interest to be presented  with content associated with a publisher; and

delivering in a single transmission to a client device the <u>expanded display format</u> ~~expandable advertisement~~ in response to the request to be presented  with the content associated with the publisher.

35.     (Canceled)

36.     (Previously Presented)  The apparatus of claim 34 wherein the content items comprise  one or more images or image references.

37.     (Previously Presented)  The apparatus of claim 34 wherein the content items comprise  links that enable the user to request additional content.

38.     (Previously Presented)  The apparatus of claim 34 wherein the server performs operations further comprising:

        retrieving a  content item associated with  a menu option upon selection of the menu options.

39.     (Previously Presented)  The apparatus of claim 38, wherein the retrieved content item  is provided by or affiliated with a host entity that performs the storing, receiving and delivering steps.

40.     (Previously Presented)  The apparatus of claim 34 wherein one or more of the content items comprise  content of a type selected from a group consisting of animation, audio, and video.

41.     (Previously Presented)  The apparatus of claim 34, wherein the user request comprises a user selection of the expansion icon presented in association with the compact display format.

42.     (Previously Presented)  The apparatus of claim 34, wherein the user request comprises a  user selection of the compact display format.

43.     (Previously Presented)  The apparatus of claim 34, wherein the user request comprises a preference specified by the user.

44. (Previously Presented) The apparatus of claim 34, where the database system performs operations further comprising:

storing a price parameter value in association with one or more advertisements for various actions that can be taken by end users viewing the advertisements; and

determining upon receiving the request for an advertisement, one or more advertisements to deliver based at least in part on the price parameter value associated with the plurality of advertisements associated with the subject matters of interest.

45. (Previously Presented) The apparatus of claim 44, wherein the database system performs operations further comprising:

granting a bonus for expandable advertisements in determining the one or more advertisements to deliver.

46. (Previously Presented) The apparatus of claim 44, wherein the database system performs operations further comprising:

determining a ranking of the plurality of advertisements based on an effective revenue per impression .

47. (Previously Presented) The apparatus of claim 46, wherein the database system performs operations further comprising:

granting a bonus for an expandable advertisement by changing an effective performance rate for the expandable advertisement.

48. (Previously Presented) The apparatus of claim 47, wherein changing an effective performance rate enhances the value for the expandable advertisement.

49. (Previously Presented) The apparatus of claim 48, wherein the database system performs operations further comprising:

storing a charge to an advertiser associated with the expandable advertisement based on the price parameter value but not the increased price parameter value when the expandable advertisement meets a performance parameter.

50.    (Previously Presented)  The apparatus of claim 34, wherein the database system performs operations further comprising:

storing an increased charge to an advertiser associated with the expandable advertisement for an expandable advertisement.

51.    (Previously Presented)  The apparatus of claim 34, where the database system performs operations further comprising:

calculating an amount owed by an advertiser associated with an advertisement  based on a performance measure of  the expandable advertisement .

52.    (Previously Presented)  The apparatus of claim 51, wherein the performance measure is based on user activity associated with the expanded display format.

53.    (Previously Presented)  The apparatus of claim 52, wherein the user activity occurs over a predetermined period of time viewing the expanded display format.

54.    (Previously Presented)  The apparatus of claim 52, wherein the user activity comprises the user request to view the expanded display format.

55.    (Previously Presented)  The apparatus of claim 52, wherein the user activity comprises a predetermined number of user selections of menu options available in the expanded display format.

56.    (Previously Presented)  The apparatus of claim 34, wherein the code  enables the client device to display the contents of the expanded display format.

57.    (Previously Presented)  The apparatus of claim 56, wherein the expanded display format comprises a graphic and wherein the code includes an instruction to preload the graphic before an end user request to display the expanded display format.

58.    (Previously Presented)  The apparatus of claim 34, wherein the expanded display format covers a different area in an interface of the client device than the compact display format.

59.    (Cancelled)

60.    (Previously Presented)  The apparatus of claim 34, wherein the expanded display
format covers a different location of an  interface of the client device than the compact display
format.

61.    (Previously Presented)  The apparatus of claim 34, where the database system
performs operations further comprising:

storing a price parameter value in association with one or more advertisements for
various actions taken by end users viewing the advertisement; and

determining, upon receiving a request for an advertisement, one or more advertisements
to deliver based at least in part on the price parameter value associated with the  plurality of
advertisements associated with the subject matters of interest and an assessment whether to
deliver an expandable advertisement based on the price parameter value of the expandable
advertisement and an area-based parameter.

62.    (Previously Presented)  The apparatus of claim 61, wherein the area-based
parameter comprises a price parameter associated with an advertisement that the expanded
display format would cover.

63.    (Previously Presented)  The apparatus of claim 61, wherein the server performs
operations further comprising:

delivering a plurality of advertisements,  including  the expandable advertisement, where
the expanded display format of the expandable advertisement covers one or more other
advertisements, and where the price parameter value associated with the expandable
advertisement includes the price parameter value associated with each other advertisement that
the expanded display format covers.

64.    (Previously Presented)  The apparatus of claim 34, wherein the server performs
operations further comprising:

requiring approval for the compact display format and expanded display format  prior to
delivering the expandable advertisement.

65.    (Previously Presented)  A computer-implemented method comprising:

generating at a server, an expandable advertisement comprising:

a compact display format including an associated expansion icon and a link to a landing page,

an expanded display format comprising the link to the landing page, a content portion, one or more content items, and one or more menu options associated with one or more respective content items, where each menu options, in response to a user selection, displays the one or more associated content items in the content portion, and

code that enables a client device  to transition between the compact display format and  the expanded display format upon a user request

including the expandable advertisement in an electronic document, the expandable advertisement including the compact display format, the expanded display format, the code, and instructions for initially displaying the expandable advertisement in the electronic document in the compact display format; and

delivering from the server to the client  device, the electronic document including the expandable advertisement,

wherein the generating, including, and delivering are performed by one or more computers.

66.    (Canceled)

67.    (Previously Presented)  The computer-implemented method of claim 65, wherein the content items comprise  content selected from a group consisting of one or more images, one or more menu options, one or more animations, one or more videos, and one or more audio elements.

68.    (Previously Presented)  The computer-implemented method of claim 65, wherein the user request comprises selection of a control mechanism presented as part of the compact display format.

69.    (Previously Presented)  The computer-implemented method of claim 65, wherein the user request comprises a  user selection of the compact display format.

70.    (Previously Presented)  The computer-implemented method of claim 65, wherein the request comprises a preference specified by the user.

71.    (Previously Presented)  The computer-implemented method of claim 65, wherein the code  enables the client device to display the contents of the expanded display format.

72.    (Previously Presented)  The computer-implemented method of claim 71, wherein the expanded display format comprises a graphic and wherein the code includes an instruction to preload the graphic before the user request to display the expanded display format .

73.    (Previously Presented)  The computer-implemented method of claim 65, wherein the expanded display format covers more area in an interface of the client device than the compact display format.

74.    (Previously Presented)  The computer-implemented method of claim 65, wherein the expanded display format covers one or more other advertisements in an interface of the client device.

75.    (Previously Presented)  The computer-implemented method of claim 65, wherein the compact  and expanded display formats are approved prior to being delivered.

76. (Previously Presented) A processor-readable storage device storing instructions, which, when executed by a processor, cause the processor to perform operations comprising :

generating at a server, an expandable advertisement comprising:

a compact display format including an associated expansion icon and a link to a landing page,

an expanded display format comprising the link to the landing page, a content portion, one or more content items, and one or more menu options associated with one or more respective content items, where each menu option, in response to a user selection, displays the one or more associated content items in the content portion, and

code that enables a client device to transition between the compact display format and the expanded display format upon a user request

including the expandable advertisement in an electronic document, the expandable advertisement including the compact display format, the expanded display format, the code, and instructions for initially displaying the electronic document in the compact display format; and

delivering, from the server to the client device, the electronic document including the expandable advertisement.

77. (Canceled)

78. (Previously Presented) The processor-readable storage device of claim 76, wherein the content items comprise content selected from a group consisting of one or more images, one or more menu options, one or more animations, one or more videos, and one or more audio elements.

79. (Previously Presented) The processor-readable storage device of claim 76, wherein the user request comprises a user selection of an expansion icon presented as part of the compact display format.

80. (Previously Presented) The processor-readable storage device of claim 76, wherein the user request comprises a mouse-over of the compact display format.

81.   (Previously Presented)  The processor-readable storage device of claim 76, wherein the expanded display format comprises a graphic and wherein the code is configured to preload  the graphic prior to receiving a request to display the expanded display format.

82.   (Previously Presented)  The processor-readable storage device of claim 76, wherein the expanded display format covers more area in an interface of the client device than the compact display format.

83.   (Previously Presented)  The processor-readable storage device of claim 76 wherein the expanded display format covers one or more other advertisements in an interface of the client device.

84.   (Withdrawn)  A computer-implemented method for advertising in an electronic document, the computer-implemented method comprising the steps of:
      storing a plurality of advertisements associated with one or more subject matters of interest to users;
      storing at least one price parameter value in association with one or more advertisements when the advertisement meets one or more performance parameters with respect to the end user;
      receiving a request for one or more advertisements related to a subject matter of interest; and
      upon receiving a request for an advertisement, determining one or more advertisements to deliver based at least in part on the price parameter associated with at least a portion of the plurality of advertisements associated with the subject matter of interest and at least one area-based parameter.

85.   (Withdrawn)  The computer-implemented method of claim 84 wherein the area-based parameter comprises the size of advertisement requested.

86.   (Withdrawn)  The computer-implemented method of claim 84 wherein the area-based parameter comprises the number of advertisements requested.

87.     (Withdrawn)  The computer-implemented method of claim 84 wherein the area-based parameter comprises the location of advertisement requested.

88.     (Withdrawn)  The computer-implemented method of claim 84 wherein the area-based parameter comprises wherein the price parameter comprises a bid value.

89.     (Withdrawn)  The computer-implemented method of claim 88 wherein the area-based parameter comprises wherein the bid value is associated with one or more area-based parameters.

90.     (Withdrawn)  The computer-implemented method of claim 89 wherein the area-based parameter comprises wherein the bid value is based on a size of advertisement.

91.     (Withdrawn)  The computer-implemented method of claim 89 wherein the area-based parameter comprises wherein the bid value is based on another advertisement to be covered.

92.     (Withdrawn)  The computer-implemented method of claim 84 wherein the area-based parameter comprises the price parameter value of at least one advertisement that the second display format would cover upon user request.

93.     (Withdrawn)  The computer-implemented method of claim 84 wherein a plurality of advertisements are delivered for display in a priority scheme and wherein one advertisement may be delivered in place of a plurality of advertisements based on an area-based parameter that indicates a willingness to pay the price parameter value associated with at least one other advertisement.

94.     (Withdrawn) An apparatus for delivering advertising in an electronic document comprising:

a database system for storing a plurality of advertisements associated with one or more subject matters of interest to users and at least one price parameter value in association with one or more advertisements when the advertisement meets one or more performance parameters with respect to the end user; and

an advertising listing system that receives a for one or more advertisements related to a subject matter of interest and determines one or more advertisements to deliver based at least in part on the price parameter associated with at least a portion of the plurality of advertisements associated with the subject matter of interest and at least one area-based parameter.

95.     (Withdrawn) The apparatus of claim 94 wherein the area-based parameter comprises the size of advertisement requested.

96.     (Withdrawn) The apparatus of claim 94 wherein the area-based parameter comprises the number of advertisements requested.

97.     (Withdrawn) The apparatus of claim 94 wherein the area-based parameter comprises the location of advertisement requested.

98.     (Withdrawn) The apparatus of claim 94 wherein the area-based parameter comprises wherein the price parameter comprises a bid value.

99.     (Withdrawn) The apparatus of claim 98 wherein the area-based parameter comprises wherein the bid value is associated with one or more area-based parameters.

100.    (Withdrawn) The apparatus of claim 99 wherein the area-based parameter comprises wherein the bid value is based on a size of advertisement.

101.    (Withdrawn) The apparatus of claim 99 wherein the area-based parameter comprises wherein the bid value is based on another advertisement to be covered.

102.    (Withdrawn)  The apparatus of claim 94 wherein the area-based parameter comprises the price parameter value of at least one advertisement that the second display format would cover upon user request.

103.    (Withdrawn)  The apparatus of claim 94 wherein a plurality of advertisements are delivered for display in a priority scheme and wherein one advertisement may be delivered in place of a plurality of advertisements based on an area-based parameter that indicates a willingness to pay the price parameter value associated with at least one other advertisement.

104.    (Withdrawn)  An apparatus for enabling an advertiser to provide inputs for a morphing advertisement comprising:

an input module for providing an interface through which an advertiser user may input data for a first and second display format for a morphing advertisement, the interface receiving. data including at least one URL for the first display format and at least one image for the second display format; and

a database system for storing the data received through the input module associated with the first and second display formats for the morphing advertisement for subsequent delivery to
          end users.

105.    (Withdrawn)  The apparatus of claim 104 wherein the interface enables an advertiser user to provide at least one menu title and at least one corresponding destination.

106.    (Withdrawn)  The apparatus of claim 105 wherein the corresponding destination comprises a web page.

107.    (Withdrawn)  The apparatus of claim 106 wherein the web page comprises a web page provided by or sponsored by a system hosting the input module.

108.    (Withdrawn)  The apparatus of claim 104 wherein the interface enables an advertiser user to provide data related to contact information.

109.    (Withdrawn)  A computer-implemented method for enabling an advertiser to provide inputs for a morphing advertisement comprising the steps of:

receiving from an advertiser user data for a first and second display format for a morphing advertisement, the interface receiving data including at least one URL for the first display format and at least one image for the second display format; and

storing the data received through the input module associated with the first and second display formats for the morphing advertisement for subsequent delivery to end users.

110.    (Withdrawn)  The computer-implemented method of claim 109 further comprising the step of receiving data relating to at least one menu title and at least one corresponding destination.

111.    (Withdrawn)  The computer-implemented method of claim 109 wherein the corresponding destination comprises a web page.

112.    (Withdrawn)  The computer-implemented method of claim 109 wherein the web page comprises a web page provided by or sponsored by a system hosting the input module.

113.    (Withdrawn)  The computer-implemented method of claim 109 further comprising the step of receiving data relating to contact information.

114.    (Withdrawn)  An interface for enabling an advertiser to provide inputs for a morphing advertisement comprising:

at least one input field through which an advertiser user may input data for a first display format for a morphing advertisement including at least one URL for the first display format; and at least one input field through which an advertiser may input data for a second display format for a morphing advertisement including data related to at least one image.

115.    (Withdrawn)  The interface of claim 114 wherein the interface enables an advertiser user to provide at least one menu title and at least one corresponding destination.

116. (Withdrawn) The interface of claim 115 wherein the corresponding destination comprises a web page.

117. (Withdrawn) The interface of claim 116 wherein the web page comprises a web page provided by or sponsored by a system hosting the input module.

118. (Withdrawn) The interface of claim 114 wherein the interface enables an advertiser user to provide data related to contact information.